

**Committee Charge** Develop new and innovative ways to attract new members as well as retain and engage current members.

- Committee Goals & Responsibilities**
- Develop strategies and ideas for programs and activities that ensure a diverse membership
  - Play a part in shaping and supporting new members' experience as an ambassador
  - Boost membership through support of membership campaigns, assessment of membership needs, and membership surveying
  - Serve as a spokesperson in support of VRMA membership
  - Organize and host the first-timers'/new member event at the VRMA International Conference

**Committee Composition** The Membership Committee is comprised of a chair, vice chair (recommended but not required), and additional members as deemed necessary by the chair to complete the work of the committee.

**Membership Term** All committee members serve a two- (2) year term and are eligible for reappointment. There is no limit as to the number of terms any committee member may serve; however, those interested in returning for an additional term of service must complete the standard committee application form to indicate their interest and to inform the sitting committee chair of the compelling reasons why continued service is desired. Terms run January 1 through December 31 of the same calendar year.

**Expected Commitment** Meetings and conference calls are scheduled on an as-needed basis throughout the year to discuss timely projects and tasks. Committee members are expected to participate in all scheduled conference calls. If, for any reason, a committee member is unable to participate, it is required that they inform a staff liaison in advance. If there is a consistent lack of engagement, separation of the committee from the individual may be considered and decided upon by the chair.

**Selection & Appointment** Committee members are selected by the chair. The chair and vice chair are appointed by the board president. Committee member selections are approved by the chair.

- Committee Requirements**
- Committee members must:
- Express a desire to serve, with a special interest in membership
  - Be able to carry out the work of the committee
  - Support and advance VRMA's mission
  - Be active in the vacation rental industry
  - Have the ability to work well with others
- Make the necessary time commitment
  - Be a VRMA member in good standing
  - Attend and actively participate in conference calls and in-person meetings
- In addition to the qualifications listed above, when possible, the chair shall have served as vice chair or a member of the membership committee within the last two (2) years.

**Roles & Authorities** *Engagement:*

- First-timers'/new member event
- Makes recommendations (to the board):*
- Membership recruitment and retention campaigns
  - Member benefits and dues structure
  - Member recognition

*Provides input:*

- Membership types
- Membership policies

*Monitors:*

- Member satisfaction
- Member renewals

**Staff Liaisons** Jessica Baumgartner  
Membership and Operations Senior Coordinator  
[jbaumgartner@vrma.org](mailto:jbaumgartner@vrma.org) | 202-367-2410

Kevin Hurley  
Marketing and Membership Director  
[khurley@vrma.org](mailto:khurley@vrma.org) | 202-367-2379